MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2021/2022

BAC2694 – MANAGEMENT CONSULTANCY

(All sections/Groups)

19 APRIL 2022
9.00 AM – 12.00 PM
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **2** pages excluding the cover page with **4** questions only.

2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Sheet provided.

QUESTION 1

There are many definitions of consulting and its application to problems and challenges faced by business management.

(a) Discuss the TWO (2) basic approaches to consulting and how do these two approaches view management consulting.

(19 marks)

(b) Management consulting refers to "delivering specialist skills from outside the organisation". Explain the TWO (2) key concepts from the statement.

(6 marks)

(Total: 25 marks)

QUESTION 2

(a) It is useful to recall briefly some common mistakes made in defining problems, not only by clients but also by some consultants. The way people define problems affects their ability to solve them.

Discuss FIVE (5) issues faced by consultants in problem identification during the diagnosis phase.

(10 marks)

(b) Due to the innovation in technology, the nature of management consulting is also changing. Discuss FIVE (5) evolving concepts of management consulting.

(15 marks)

(Total: 25 marks)

Continued…

QUESTION 3

In the entry phase, initial contact with a potential client can be an uncomfortable experience. However, the first contact is crucial to the success of a consultant.

(a) Discuss why the initial contact is critical to the consultant particularly during the first meeting.

(5 marks)

(b) Explain the phrase "cold calling of soliciting potential client".

(6 marks)

(c) What preparation needs to be done for the first meeting between consultant and client?

(6 marks)

(d) Explain FOUR (4) agendas for the first meeting.

(8 marks)

(Total: 25 marks)

QUESTION 4

(a) Consulting firms tend to use several marketing strategies to the existing clients during assignment execution in order to impress the clients. Explain FIVE (5) of these marketing strategies.

(10 marks)

(b) Explain THREE (3) ways marketing strategies that consulting firms implement to the former clients to ensure an impressive amount of repeat service can be obtained.

(6 marks)

(c) Kelvin and Joshua are two young entrepreneurs who formed a business KJ Fresh Enterprise. They sell fresh vegetables in Penang supermarkets. Having learned of the future conventional foods, they decided to venture into the cultivation of mushrooms because mushrooms are known to be the best alternative food for vegetarians. Kelvin and Joshua have set their sights high. They aim to sell and commercialise mushroom-based products in a very big way all over Malaysia. Mushrooms have a great market potential and are perishable food. However, they are still thinking of ideas on how to create consumer awareness about their mushroom products.

As a management consultant, provide SIX (6) suggestions to Kelvin and Joshua on how to create consumer awareness about their mushroom products.

(9 marks)

(Total: 25 marks)

End of Paper.